

# THE HOME SHOW

**FEBRUARY  
10-11-12  
2023**

Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-3pm

## SPONSOR OPPORTUNITIES!

- CNY's largest showcase of home improvement products & services
- Premier Events Center Venue & central location to both Utica & Syracuse markets
- Return of the Home Improvement Giveaway and Wine & Food Tasting
- Extensive marketing efforts with millions of impressions with new additions including targeted YouTube in-video streaming



*Consider a sponsorship package to be part of the hype for the area's biggest home show!*



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## PRESENTING SPONSOR - \$15,000

“(Company Name)” presents The Home Show”

### ONE EXCLUSIVE OPPORTUNITY

- Marketing: Full company and logo recognition in [ALL marketing and advertising efforts](#)
- TV Appearance: Company representative in TV commercial
- TV Remote: Opportunities for interviews at event as available
- Show Floor Display: Prime location, 20x10 End Cap
- Displays: Multiple drop box locations
- Show Event Guide: Ad space / logo placement
- Media Mentions: Mentions on media interviews
- Logo Promotion: Logo on all materials, emails, social media and web
- Database Access: Full show attendee contact list with [targeted leads](#)
- 200 Complimentary Tickets (\$2,000 value)
- Flyer and Bag Distribution at Entry to Show with staff to put flyer & bag into hands of ALL attendees
- Banners in Event Center and Atrium
- Special PA announcements throughout show weekend
- FULLY FEATURED IN ALL TURNING STONE RESORT & CASINO EVENT PROMOTION

### BONUS SPONSOR PERKS!

- **Social Media Promotion & Ticket Giveaway:** Campaign to push attendees to sponsor location & website/social pages
- **Coupon Exclusivity:** Only sponsor to be featured on Online Coupon
- **Postcard Exclusivity:** Only sponsor to be featured on Direct Mail Postcard
- **Featured Blogs:** Financial tips or blog content on [homeshowatturningstone.com](http://homeshowatturningstone.com)



## MARKETING PLAN

TV (Target demographic age 35-64)

- :30 commercials in the greater Utica area (1,456,100 impressions) and greater Syracuse area (3,021,000 impressions) - week prior
- Mention in promotional segment on CNY's Open House - Utica area TV show

Radio (Target demographic age 35-64)

- :60 commercials, interviews and/or live reads on major stations in greater Utica and greater Syracuse area during prime listening hours – week prior
- On-air interview in Utica as available

Internet

- Google Ads
- Banner Ads – wktv.com, cnycentral.com, uticaod.com, syracuse.com or similar medias (495,000 impressions)
- [homeshowatturningstone.com](http://homeshowatturningstone.com) web listing with URL link
- Email blasts: promotion to 15,000+, 300,000 impressions
- Paid and organic social media network promotion featuring Facebook posts ([fb.com/homeshowatturningstone](https://fb.com/homeshowatturningstone)) and video ads

Placement in Community Calendars: Submitted to 14+ area news outlets

Billboards: in Utica and Syracuse areas– week prior

Grassroots promotion: Printed posters and flyers distributed locally and through vendors

Text Message Marketing

Turning Stone Resort & Casino Promotion:

- Featured listing on turningstone.com
- Logo and listing on mailed publications for events
- Event poster on Janus digital poster boards throughout Resort & Casino
- Ad in the Players Choice that is directly mailed monthly to 200,000 Diamond Card holders

**Total Impressions: 10mil+ | Marketing Plan Value: In Excess of \$100,000**



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## MAJOR SPONSOR - \$6,000

### THREE AVAILABLE SPONSORSHIPS

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan on page 2 for full details)
  - TV: Logo in :30 commercials and Open House promotional segment
  - Internet: Premium web listing, logo inclusion on email and social media campaign
  - Press Releases: Mention
  - Logo on all printed posters and flyers
  - Turning Stone Resort & Casino promotion
- Show Floor Display: Three booths
- Host commercial or blog content on [homeshowatturningstone.com](http://homeshowatturningstone.com)
- Database Access: Show attendee contact list
- 100 Complimentary Tickets (\$1,000 value)
- Banners in Event Center

## SHOW SPONSOR - \$2,500

### SIX AVAILABLE SPONSORSHIPS

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan for full details)
  - TV: Logo in :30 commercials and Open House promotional segment
  - Internet: Web listing, logo inclusion on email and social media
  - Logo on all printed posters and flyers
- Show Floor Display: One booth
- 50 Complimentary Tickets (\$500 value)
- Banners in Event Center

**Reserve your sponsorship AS SOON AS POSSIBLE to receive full value of packages!**  
**If you have any additional questions or concerns, please contact us. Thank you!**

*Deborah Kessler*

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[www.HomeShowAtTurningStone.com](http://www.HomeShowAtTurningStone.com)